

# Annual Report

Mississippi Public Broadcasting



{ 2009 }

# Marie Antoon

## Interim MPB Executive Director

August 2001 – February 2002

## MPB Executive Director

February 2002 – August 2009

"Marie Antoon has led Mississippi Public Broadcasting to a new level of excellence and service to the people of Mississippi. Her visionary leadership has increased the stature of MPB both locally and nationally," said MPB Board Chairman Perry Sansing.

Fiscal Year 2009 marked the end of an era for Mississippi Public Broadcasting. In April of 2009, Marie Antoon announced she would retire from her position as Executive Director of the agency. After leading MPB for eight years, Antoon left a unique mark on the agency.

MPB's accomplishments in FY 2009 as described in this report are a reflection on Antoon's tenure, but all of her eight years at the agency were marked by achievement. At right are a few highlights of the agency's accomplishments under Marie Antoon's leadership.



- Forged a partnership with WGBH-Boston and Sirius Thinking, Ltd. of New York to produce the Emmy® award-winning PBS Kids' program, *Between the Lions*, at the MPB studios in Jackson
- Facilitated MPB's partnership with WGBH-Boston and Sirius Thinking, Ltd., the Corporation for Public Broadcasting, the U.S. Department of Education, the Early Childhood Institute at M.S.U. and The Barksdale Reading Institute to create The *Between the Lions* Preschool Literacy Initiative, a curriculum based on *Between the Lions*
- Rebranded the agency, bringing television, educational services, radio and other services under a single brand name – Mississippi Public Broadcasting – for the first time in the history of the agency
- Expanded production of local television and radio programs as well as original documentaries
- Directed around-the-clock news coverage in the aftermath of Hurricane Katrina and increased the delivery of news and emergency information statewide
- During her tenure, MPB was honored with numerous awards, including regional Emmy® awards and three national Emmy® awards from the National Academy of Television Arts and Sciences, five regional and two national Edward R. Murrow Awards and five Mississippi Associated Press Broadcasters Awards for excellence in broadcast journalism
- Secured funding assistance from various sources, including two of only seven grants awarded by the U.S. Department of Agriculture Rural Development, for MPB Television's conversion to digital broadcasting and major infrastructure upgrades including a state-of-the-art digital television Master Control and production facility
- Secured the largest radio grant amount awarded nationwide by the U.S. Department of Commerce to become the first public broadcasting station east of the Mississippi River to launch a statewide HD Radio™ service



# 2009 Annual Report

{ Mississippi Public Broadcasting }



<b>Executive Summary</b>	<b>3</b>
<b>Board of Directors</b>	<b>4</b>
<b>Content Division</b>	<b>5</b>
Emergency Preparedness	
Transition to Digital Television	
Television Production	
Independent Projects	
Radio	
News and Public Affairs	
<b>Education Division</b>	<b>13</b>
Early Childhood	
Educational Technology	
Educational Outreach	
<b>Technical Services Division</b>	<b>17</b>
<b>Awards and Grants</b>	<b>19</b>
<b>Appendices</b>	<b>23</b>
Revenue Sources	
Expenditures by Program	
Operating Expenses	
Revenue History	
Annual Performance Measures	

## { Table Of Contents }

The networks of  
Mississippi Public  
Broadcasting will  
relate in a collaborative  
fashion with appropriate  
partners to create and  
deliver programming  
that is relevant to  
Mississippians.

{ MPB's Mission }

# { Executive Summary }



In July of 2009, I was honored to be chosen by the Board of the Mississippi Authority for Educational Television as the successor to then Executive Director, Marie Antoon. For eight years Marie poured herself into leading Mississippi Public Broadcasting. This report reflects her leadership in the final fiscal year of her tenure at MPB.

Much of FY 2009 was marked by preparation for and implementation of the federally mandated conversion from analog to digital technology. MPB followed all FCC guidelines and took extra measures to ensure all viewers were informed about the change. As a result of the agency's hard work in 2008, MPB was one of the first broadcasters in Mississippi to complete the transition.

In FY 2009 MPB also furthered its role as an emergency preparedness agency for the State of Mississippi. MPB took the experience of responding to and covering Hurricane Katrina and expanded its emergency response plan to provide a more complete service to the state. When Hurricane Gustav headed for the Gulf Coast region, MPB was able to implement its emergency response strategy. The agency disseminated MEMA's emergency preparedness advice to Gulf Coast residents, provided hurricane coverage statewide, and circulated evacuation information to evacuees and their family members.

Following its successful response to Hurricane Gustav, MPB quickly shifted its focus to the Presidential debate in Oxford. A crew of about 35 MPB personnel traveled to Oxford to cover the debate and the activities leading up to it. The agency produced five original programs centered around the debate and the 2008 Presidential election, and *Mississippi Edition* aired live from Oxford for three days leading up to the debate.

One of the hallmarks of Marie Antoon's tenure at Mississippi Public Broadcasting was the successful partnership she forged between WGBH Boston and Sirius Thinking, Ltd., of New York to produce the program *Between the Lions*. In February of 2009 crews from Boston and New York returned to the MPB studios to film two seasons of the award-winning children's program.

The *Between the Lions* partnership resulted not only in MPB's production of the program, but also in the development of the *Between the Lions* Preschool Literacy Initiative, which is an innovative teaching tool that is being used in childcare centers in Mississippi. In FY 2009, MPB received positive results from a study evaluating the literacy initiative. The report showed that the classrooms utilizing the *Between the Lions* curriculum demonstrated consistent gains in alphabet knowledge, phonemic awareness, phonological awareness, and fluency.

In August of 2008, MPB implemented another teaching tool, MPB Educator Express. This online tool provides educators with resources in a digital format for simple integration into classroom content. Since its implementation, over 3,662 teachers, technology coordinators, librarians, and school administrators have joined the MPB Educator Express community.

Mississippi Public Broadcasting also launched the MPB Kids Club in FY 2009. The MPB Kids Club, a statewide club for children ages 4-12, engages children in educational and enrichment activities, increases their knowledge of public broadcasting, provides a platform to showcase their talents, and supports parental participation in their lives and educational development.

As the enclosed report demonstrates, FY 2009 was an active year for Mississippi Public Broadcasting. Marie Antoon's leadership is evident in the many challenges she undertook in her last year as Executive Director of MPB. We are thankful for her contribution to the agency, and as we look to the future, we are excited about what is in store for Mississippi Public Broadcasting.

**Perry Sansing**

Chair

Governor appointee

*(Term expires June 30, 2011)***Dr. Eddie M. Smith**State Board for Community  
and Junior Colleges appointee*(Term expires June 30, 2012)***Bob Sawyer**

Governor appointee

*(Term expires June 30, 2012)***Dr. Kris Kaase**State Superintendent of  
Public Education designee*(Ex-Officio)***Amy Whitten**

State Institutions of Higher Learning

Board of Trustees appointee

*(Term expires June 30, 2012)***Rosemary Blakeslee**

Governor appointee

Elementary School Teacher/Principal

*(Term expires June 30, 2010)***Kathy Whicker**

Governor appointee

Secondary School Teacher/Principal

*(Term expires June 30, 2013)*■ *Fiscal Year 2009 (July 1, 2008 to June 30, 2009)*

# { Content Division }

The Content Division, through its Production, Radio, TV and News & Public Affairs Departments, provides programming content that is thought-provoking and relevant to Mississippians. An important goal for MPB is to foster an appreciation of Mississippi's rich culture and heritage through our television and radio programming and other multimedia resources.

- Emergency Preparedness
- Transition to Digital Television
- Television Production
- Independent Projects
- Radio
- News & Public Affairs



**Digital Television** On February 17, 2009, television went through the most dramatic change this country has experienced since the advent of color television more than 50 years ago in transitioning from analog to digital technology. MPB successfully underwent the transition to digital TV on February 17, becoming one of the first broadcasters in Mississippi to do so. During 2008, MPB followed all FCC rules, going above and beyond all requirements to sufficiently inform viewers of the changes ahead.



### Projects undertaken by MPB in preparation for Digital Transition:

{1} Produced and aired multiple on-air education announcements explaining the changes ahead and procedures for being digital-ready. {2} In October of 2008, MPB began airing *Get Ready for DTV*, a 30 minute program produced by PBS. The program aired approximately five times a month on our SD channel and 10 times a month on our HD channel until the conversion in February. {3} Partnered with The Mississippi Council on Aging to distribute information to senior citizens. {4} Sponsored a booth at a health fair for senior citizens in Jackson, Miss. MPB engineers also demonstrated how to connect a converter box to a television set. {5} Included articles in our monthly *Fine Tuning* program guide. {6} Provided a toll-free telephone number for viewers to call with questions. {7} Provided a DTV transition Web page with multiple links. {8} The MPB News Department produced multiple stories on the DTV transition during our daily newscasts. The daily news and public affair program *Mississippi Edition* featured numerous segments on the transition. {9} MPB radio aired DTV public service announcements throughout the year. Radio promoted the DTV soft tests.

### Emergency Preparedness

MPB is a key partner of the Mississippi Emergency Management Agency (MEMA) for emergency preparedness. Designated as the source for disseminating emergency information statewide, MPB broadcasts around the clock weather reports, evacuation routes, shelter information, news updates and other information during crisis situations.

MPB entered into an agreement with WLOX-TV in Biloxi that would allow the station to use our transmitter in Wiggins for local emergency broadcasts in the event WLOX were to lose its signal during a hurricane. We also contracted with Global Security Systems to help disperse emergency information to motorists. Special receivers were installed at each of our 8 transmitter sites that will transfer content by crawls on digital car radios.

In August of 2008 MPB responded to Hurricane Gustav by disseminating MEMA's emergency preparedness advice to Gulf Coast residents, providing hurricane coverage statewide, and circulating evacuation information to evacuees and their family members.



# { Television Production }

## The following are highlights of MPB productions during Fiscal Year 2009:

**Between The Lions** Crews from New York and Boston returned to MPB TV studios in February 2009 to produce two more seasons *Between the Lions*, the Emmy award-winning PBS children's puppet show series.

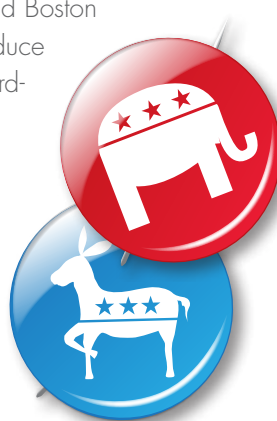
**Coastal Comeback: Louisiana & Mississippi After Katrina** MPB partnered with Louisiana Public Broadcasting to produce a one-hour special report on the town hall meetings held in New Orleans and the Mississippi Gulf Coast to gauge the progress since the devastating 2005 Hurricane Katrina.

**G.I.V.E. Awards** Volunteers from around the state were honored during a ceremony sponsored by the Mississippi Commission for Volunteer Services. MPB filmed the event and televised it at a later date.

**Governor's State of the State Address** Governor Barbour's speech was broadcast live on television and radio and streamed on the MPB Web site. Included was the Democratic response.

**Harry Dent** MPB filmed The *New York Times* best-selling author, Harry Dent, as he spoke before a live audience at Mississippi College about the economy and what he believes is still *The Great Depression Ahead*, the title of his latest book.

**Knowledge to College Pep Rally** MPB Partnered with the Institutions of Higher Learning in a launch event for their new Web site designed to enhance college accessibility to high school students. MPB used its mobile production unit to produce a webcast of the event at Northwest Rankin High School so students across the state could participate in real time.



## Decision 08: Focus on Mississippi

MPB undertook one of its most ambitious projects ever—covering a U.S. Presidential Debate in Mississippi. A crew of about 35 TV and radio personnel traveled to Oxford to cover the activities leading up to the debate between Presidential contenders, John McCain and Barack Obama. Below is a list of TV programs that were produced by or aired on MPB (all were simulcast on MPB radio):

**Student Debate** This one-hour credit practicum prepared 50-75 Ole Miss students to research, write and argue the issues of this political campaign.

**Views of the U.S. Presidential Election from Abroad** The Croft Institute for International Studies hosted a panel of international journalists to discuss the perception of U.S. politics abroad.

**Spotlight on Mississippi** This program highlighted the events in Oxford and Ole Miss related to the Presidential debate.

**Tom Brokaw** The Overby Center for Southern Journalism and Politics hosted NBC News Special Correspondent Tom Brokaw in an overview of the debate and the election landscape.

**Crunching the Issues** Journalists, professors and experts discussed national security and foreign policy issues and how they relate to Mississippi.

**MHSAA Basketball Championships** MPB televised 15 hours of live coverage of the 10 state championship basketball games. Coverage included video highlights on the MPB Web site.

**MHSAA Football Championships** MPB televised 18 hours of live coverage of the six state championship football games. Coverage included game and photo highlights on the MPB Web site.

**Mississippi Stimulus Summit** MPB broadcast this event where Governor Haley Barbour, state agency heads, legislators, local government officials and the public met together to discuss the implementation of the stimulus package.

**Old Capitol Documentary** MPB broadcast the opening of the 2009 Legislative Session held at the newly restored Old Capitol Museum.

**The Oxford Sessions** Hosted by Marty Stuart, the TV program showcases performances by numerous Mississippi musicians. It was filmed at the Ford Center on the Ole Miss campus.

**Poetry Out Loud** Mississippi high school students competed in the state finals for the annual poetry recitation contest broadcast from the MPB auditorium.

**Trent Lott Institute on Reconciliation Tour** An MPB production crew filmed 18 graduate students from Ole Miss, Northern Ireland and South Africa as they traveled to Washington D.C., Northern Ireland and South Africa to examine racial and religious issues in their homelands. MPB is producing a long-form documentary about their experiences and observations.



## { Television Production } Cont.

The following are ongoing television series produced or aired annually by MPB:

**Don't Lecture Me** Developed specifically for the MPB Web site, [www.mpbonline.org](http://www.mpbonline.org), this series features short interviews with various people of interest.

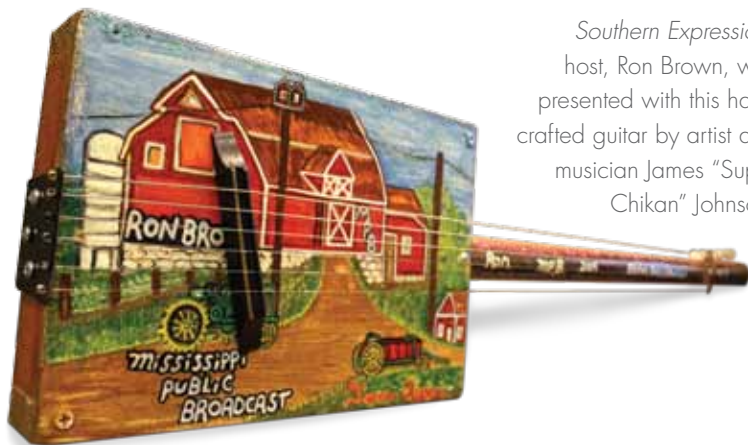
**Mississippi Outdoors** A popular series on hunting and fishing in Mississippi.

**Mississippi Roads** Thirteen new episodes of this series, which highlights towns and attractions across Mississippi, were produced in FY 2009.

**Quorum** A panel of Mississippi lawmakers discusses the status of legislation during the legislative session.

**Southern Expressions** Premiered in 2009 and features Mississippi visual artists discussing their work and artistic approach.

**Writers** This series features best-selling writers from specific genres, who are brought together for an hour to share story-telling antidotes.



*Southern Expressions* host, Ron Brown, was presented with this handcrafted guitar by artist and musician James "Super Chikan" Johnson.

### Independent Projects

MPB remains committed to serving as a support system, creative resource and promotional outlet for independent producers. Below is a list of independent producers with whom MPB partnered or provided airtime for their projects.

**Mississippi Remixed** MPB crews continue to work on this project with Independent producer Myra Ottewell. This program, scheduled to air in February of 2010, follows the travels of a Canadian who returns to her native Mississippi decades later to measure racial progress in the state.

**Last Rights** New York Producer Karen Cantor explores the rights of individuals facing death. The documentary is scheduled to air in 2010.

**Turkey Creek** California Producer Leah Mahan tells the story of a group of determined Mississippians who struggle to save their endangered community in the wake of Hurricane Katrina.

**Take Part: Building Diversity in Arts Participation** Mississippi-based filmmaker Kathryn A. Rodenmeyer followed the work of the Mississippi Museum of Art, the Mississippi Opera, and Mississippi Cultural Crossroads as they set forth with their projects capturing not only their successes but also obstacles along the way.



MPB Think Radio (FM) and MPB Music Radio (HD) continue to provide separate 24 hour, seven-day a week programming to our listeners. MPB's HD channel features all music and arts content while MPB Think Radio offers news, information, and music programming. In FY 09, MPB began seeing proof that the new approach to MPB Radio was paying off. The spring 2009 Arbitron ratings revealed an increase in listeners since 2002, when MPB began subscribing to Arbitron ratings. Despite the huge economic slump, MPB Radio fundraising experienced only a slight decline.



## Locally produced programs that aired exclusively on MPB Music Radio:

**Modern Classical** Hosted by Karen Hearn; airs on Saturdays

**Symphony at Six** A week-day program hosted by Karen Hearn

**Mississippi Concert Hall** A program that airs on Saturdays and Sundays featuring symphony productions from across Mississippi

## Local productions on MPB Think Radio:

**Mississippi Edition** is produced by the MPB News Department and hosted by Karen Brown. The program airs weekdays at 8:30 a.m. and examines public affairs.

**Relatively Speaking** is a family and parenting program hosted by Kevin Farrell and Dr. Gregory Gordon, a UMC psychiatrist.

**Money Talks** Hosted by Kevin Farrell and weekly regulars, Chris Burford, from Consumer Credit Counseling, and Nancy Anderson, a personal financial advisor.

**Southern Remedy** airs Wednesdays at 9:00 a.m. and is hosted by Farrell and Dr. Rick deShazo of the University of Mississippi Medical Center

**Creature Comforts** offers information and advice on animals ranging from pets to wildlife indigenous to Mississippi. Every Thursday at 9:00 a.m., Farrell shares the microphone with Libby Hartfield, Executive Director of the Mississippi Museum of Natural Science, and Dr. Troy Majure, a local veterinarian.

**The Gestalt Gardener**, a program about plants and gardening, airs every Friday at 9:00 a.m. and is hosted by well-known Mississippi horticulturist Felder Rushing.

**Grassroots** is a Blue Grass music program that airs every Saturday evening. Bill Ellison entertains Blue Grass music fans with the latest as well as the oldies.

## { Radio Department }

**Thacker Mountain Radio** and **Highway 61** are Mississippi programs produced in Oxford and aired weekly on MPB Think Radio.

**During FY 09, MPB Think Radio added two more programs to the line-up:**

**A Closer Look** In this weekly call-in discussion show, host Brad “Kaz” Franklin engages in lively, thought-provoking conversations with Mississippians of all stripes as he, his guests and listeners examine issues from all angles.

**Mississippi Arts Hour** Sponsored and hosted by members of the Mississippi Arts Commission, the program features interviews with Mississippi artists, musicians, craftspeople and others involved in arts and culture around the state. This program airs on both FM and HD radio.

**In addition to MPB regularly scheduled programming, the following radio specials aired throughout FY 09:**

**Reading Rainbow Writing Contest** Winners of the contest came to MPB Studios to read their winning stories aloud. The readings were recorded and converted into a 30-minute radio program.

**Gertrude C. Ford Center productions** MPB radio aired the following programs from Oxford, Miss:

U.S. Navy Concert Band	The Punch Brothers	Black History Voices
U.S. Air Force Academy Band	The Messiah	The Five Browns
The Leipzig Youth Symphony	The Ten Tenors	Marvin Hamlisch
The Iris Orchestra		

**Money Talks** – Through a partnership with Mississippi College, this popular radio program went on the MC campus to host a panel discussion on the economy, the economic stimulus package and personal finances.

“MPB Radio has experienced its greatest measured amount of listenership ever in the past year. Local productions hit a new high with several new partnerships contributing to a much greater diversity in programming.”

-Jason Klein,  
Director of Radio & Television

# { News & Public Affairs Dept. }

CONTENT DIVISION: News & Public Affairs Department

The News & Public Affairs Department produces statewide news and public affairs programs. In FY 2009 MPB continued to place an emphasis on covering and expanding state and regional news.

## Production Numbers for FY '09:

News and Public Affairs produced more than 1,000 radio news stories (averaging three minutes) in FY 2008. One hundred and fifty long-form feature stories averaging (four and-a-half-minutes) were produced in FY 2009, including weekly health stories and arts features. Mississippi news stories totaled approximately 33 hours in FY 2009. MPB News produced 261 *Mississippi Edition* programs.

## MPB News produced the following projects:

**Complete election coverage** during the 2008 Presidential & Congressional races, including election night results, analyses and candidate interviews.

**Presidential Debate** On-location & live coverage of the Presidential Debate in Oxford.

**2009 Legislative Session** On-location, live coverage of the Opening Session of the Legislature at the newly renovated Old Capitol in Jackson, Mississippi.

**Economic Survival** A special live, hour-long program exploring ways to survive the economic downturn, including help for Mississippians coping with job loss, re-training, and job search.

**State of the State** Live news coverage of the Governor's State of the State Address

**Quorum** weekly program that examines legislative issues during the legislative session.

**Emergency Broadcasts** Coverage of Hurricane Gustav in 2008.

**Budget Cuts** A series of features examining the impact of budget cuts on several school districts across Mississippi.

**School Dropouts** A series on Mississippi's school drop-out rate and what's being done to address the problem.

**Presidential Inauguration** On-location coverage of the Inauguration of President Obama. MPB News traveled by bus with a group of Gulf Coast residents to cover the inauguration and the students' experiences.

## Decision '08: Focus on Mississippi

MPB Think Radio's *Mississippi Edition* staff took their show on the road to follow all of the local events in Oxford, Mississippi, leading up to the 2008 Presidential Debate. The program aired live from Ole Miss for three days.





# { Education Division }

Mississippi Public Broadcasting's Education Division seeks to provide educational content and assistance to both children and adults. In Fiscal Year 2009 the department focused on providing early childhood education opportunities across Mississippi, on-line resources for educators, and educational opportunities for adults.

- Early Childhood
- Educational Technology
- Educational Outreach

## Between the Lions Preschool Literacy Initiative 2007-2008 Evaluation Report Summary

Results from a 2007-2008 Between the Lions (BTL) Evaluation Report indicated that the Between the Lions Preschool Literacy Initiative continues to aid young children in developing early literacy skills. Over 300 children participated in one of the following research groups: control, maintenance, and treatment. Data from the report indicated that treatment groups, those classrooms receiving weekly mentoring visits, demonstrated consistent gains in alphabet knowledge, phonemic awareness, phonological awareness, and fluency.

## Rotary Club Between the Lions Preschool Literacy Initiative

In 2007, Mississippi Public Broadcasting began plans for a partnership with District 6820 to provide the Between the Lions Preschool Literacy Initiative curriculum to childcare centers adopted by Rotary Clubs in their district. The program was implemented in the 2008-2009 school year when nine rotary clubs adopted 11 childcare centers.

MPB Facilitators for the Between the Lions (BTL) Rotary Initiative modeled best practices while implementing the BTL curriculum in the adopted childcare centers. Each childcare center received 30+ hours of technical assistance from their assigned facilitator and an additional 15 hours of maintenance visits upon completion of the 30 hours.

Facilitators also planned at least two community involvement events linking the childcare center and area businesses or organizations. The purpose of these community involvement events are to promote literacy and parental involvement. Rotary Club members began serving as "designated readers" in their adopted childcare centers. Rotarians also sponsored BTL theme related activities and coordinated special visits by Santa for the children.

On June 19, 2009, the Education Division staff began collaborations with the MSU Extension Service Center to outline roles and responsibilities for Phase two of the Rotary Club Between the Lions Preschool Literacy Initiative. Phase two will be implemented during the 2009-2010 school year. The staff from the MSU Extension Service Center joined MPB to provide technical assistance to childcare centers adopted by Rotary Clubs in Central District 6820 and Southern District 6840.

## {Early Childhood}

MPB partners with WGBH Boston and Sirius Thinking, Ltd., of New York to produce the Emmy Award-winning children's program, *Between the Lions*. This successful partnership lent itself to the development of the *Between the Lions* Preschool Literacy Initiative. Through the program, MPB works to bring literacy curricula to childcare centers in Mississippi. The initiative introduces the center directors and teachers to the *Between the Lions* television program and to the classroom curriculum that provides early word recognition and comprehension activities for the three-and four-year-old children.



# { Educational Technology }

MPB seeks to provide educational tools to as many Mississippians as possible through our technological capabilities.

## **MPB Educator Express (HotChalk)**

Implemented in August 2008, MPB Educator Express (HotChalk) provides Mississippi educators with educational resources in a digital format for simple integration into classroom content. Over 3,662 teachers, technology coordinators, librarians and school administrators have joined the MPB community of educators on HotChalk. All content is aligned to state standards.

### **MPB Educator Express provides:**

[A Learning Management System \(LMS\)](#) accessible by any Internet browser – Through the LMS, teachers communicate with parents and students by assigning and retrieving homework, grades, and personal notes. Also, parents receive notifications when grades are posted and critical assignments are submitted, helping them stay connected to their child's educational progress and discover opportunities for further involvement and support when their child needs help. [A media-rich library](#) of 3,500 teacher-contributed lesson plans and digital content including audio, video, textbook, and assessment content. [Participation in an online community](#) of educators through a collaborative education portal with articles and blogs. [Online professional development](#) for teachers.

**The Intel® Teach Program** The Intel Teach Program offers proven professional development supporting 21st Century classroom skills. Courses help teachers transform instruction by engaging students in relevant ways with appropriate use of technology, Web 2.0, and social networking for learning, creativity, and communication. This year, 23 teachers completed the 32-hour program.

**Mississippi Interactive Video Network (MIVN)** The MIVN video network is bi-directional and links schools and resource centers using specially modified phone lines. Through this service, schools are no longer limited by geographic constraints in offering classes through interactive two-way video, audio, and data communications. Students at one school can participate in a class originating miles away.

During the 2008-2009 MIVN school year, MPB offered 93 classes including: Spanish, Japanese, French, MS Writers/Short Stories, AP English, African American Literature, Creative Writing and Mythology.

**"As a history & government teacher, I rely on MPB Educator Express as a major resource to enhance classroom experience."**

- Sandra Jackson, Ed.D  
Teacher, Mantachie High School  
Itawamba County

## **Education Digital Content Asset Repository**

[MPB was one of 16 public broadcasting stations selected to participate in the PBS EDCAR station pilot. EDCAR \(Education Digital Content Asset Repository\) is the acronym for a PBS repository that will house and distribute digital education content. Stations across the system will utilize the repository in a myriad of ways – to contribute local content, to integrate content into existing digital education services and to create wholly new digital education services. MPB's Education Division partnered on content production projects with the Mississippi Department of Education and the Mississippi Development Authority.](#)



## { Educational Outreach }

Through community and classroom outreach activities, MPB seeks to provide educational entertainment to young learners. Below are some of the outreach activities we provided during the 2009 Fiscal Year.

**SuperWHY Reading Camp** The camp, based on the PBS KIDS animated TV series, *SuperWHY*, offered creative activities to expose 28 four- and five-year-old campers to the critical skills they need to read and develop a love for reading.

**MPB Kids Club Launch Event** Over 500 Mississippians came to LeFleur's Bluff State Park on July 26, 2008, for a day of fun to celebrate the kick-off of the new MPB KIDS CLUB! Inky the Clown, MPB's Scooter Paws, The National Educational Theatre (TNET), Power APAC, Just Ponies and PBS Characters Clifford the Big Red Dog, Digit and SuperWHY entertained children of all ages. Local agencies such as Atmos Energy; the Boys and Girls Club of Central Mississippi; the Mississippi Department of Wildlife, Parks, and Fisheries; the Mississippi Library Commission; the Mississippi Department of Health; the Mississippi Department of Education—Office of Healthy Schools; and TRAK Fitness LLC were in attendance to provide meals and information to the public.

**Martha Speaks Reading Buddies** Johnson Elementary School in Jackson, Miss., adopted the Martha Speaks Reading Buddies initiative. For eight weeks fifth graders ("Big Buddies") and kindergartners ("Little Buddies") were participants in the program that involved them reading and interacting with each other. Students at Johnson Elementary also participated in related internet and take-home activities.

**PBS KIDS Island Pilot** As part of the Raising Readers campaign, MPB implemented the PBS KIDS Island pilot from November 2008 to January 2009 for children ages 2-5 in economically-disadvantaged families. PBS KIDS Island offers free reading games and activities for kids, along with resources and literacy activities for parents and teachers. Sixty-eight children participated in the pilot.



### PBS KIDS GO!

MPB was awarded a PBS KIDS GO!

Web Grant in the amount of \$5,000. The

purpose of this grant was to develop the MPB KIDS Web site as a means of providing children ages 6 to 10 with content relevant to their communities and access to the PBS KIDS GO! Broadband Video Player. As outlined in the grant proposal, MPB conducted the following during the grant period:

- {1} Generated a calendar of events to inform parents of upcoming outreach events;
- {2} Developed a Parent & Teacher corner with local information and links to PBS Parents & PBS Teachers;
- {3} Created Scooter's Mailbox for children and parents to contact Scooter Paws and ask questions;
- {4} Embedded the PBS KIDS GO! Video Player and link to PBS KIDS GO! games and activities;
- {5} Established Scooter's Paws, an area for children to follow Scooter's paw prints and trace Mississippi history and local connections to PBS children's programming;
- {6} Provided links to the Web sites of partner organizations for further community collaboration and information dissemination.

# { Technical Services }

There were significant technical accomplishments completed by MPB's Technical Services Division during FY '09. MPB installed new FM antennas, upgraded transmission lines, and maximized several television transmitters, resulting in an overall increase in the efficiency and productivity of the system's broadcasting facilities. Most notably, MPB completed the February 2009 conversion to digital as required by the Federal Communications Commission.

## { DTV Transition }

MPB, in cooperation with commercial TV stations across the state, conducted a series of seven DTV "soft tests." The tests were coordinated through the Mississippi Association of Broadcasters at the request of the FCC. During the tests, our analog signal was shut off for five minutes enabling viewers to learn firsthand how they would be impacted by digital television. We concluded each test by providing a toll free telephone number for viewers who needed help. We continued to periodically display the telephone number on the lower third of the TV screen on a daily basis through February 17.

### DTV transition projects and other upgrades for FY 2009 are listed below:

DTV transmitter maximization projects were completed at a cost of \$3,165,000 in the following locations:

WMPN (Raymond/Jackson)	WMAH (McHenry/Biloxi)
WMAO (Inverness/Greenwood)	WMAU (Bude)
WMAE (Booneville)	WMAV (Oxford)

New FM antennas and transmission lines were installed at a cost of \$551,250

WMAE (Booneville)	WMAH (McHenry/Biloxi)
WMAW (Rose Hill/Meridian)	WMAO (Inverness/Greenwood)
WMPN (Raymond/Jackson)	WMAU (Bude)
WMAV (Oxford)	WMAB (Ackerman/Mississippi State)





# { Awards & Grants }

Mississippi Public Broadcasting's awards have included national and regional Emmy awards, Parents' Choice Awards, and Telly Awards over its 40 year history. In FY 2009, the Radio-Television News Directors Association presented two MPB news reporters with a national Edward R. Murrow award each for outstanding achievement in network radio news. The Murrow awards placed MPB in parity with other recipients like ABC News, CBS News, and NPR.



## {Education Services Initiatives}

### Rotary International, Mississippi Central District 6820 (\$24,000)

Between the Lions Preschool Literacy Initiative provided Between the Lions Preschool Literacy materials in licensed childcare centers in Mississippi's Rotary Districts in collaboration with the Foundation for Public Broadcasting in Mississippi, Inc.

### PBS Ready to Learn® Initiative (\$40,000)

Provide PBS KIDS Ready to Learn® programming and related activities for preschoolers and caregivers. (year five of five-year grant)

### U.S. Department of Education/ Public Broadcasting Service (PBS) (\$10,000)

Ready to Teach Program  
PBS TeacherLine®  
Provide online and web-based professional development and coaching resources for Mississippi educators. (year four of five-year grant)

### U.S. Department of Education (\$129,729.01)

Ready to Teach Program  
e-Learning for Educators

Provide high-quality, research-based online professional development facilitated by Mississippi educators in collaboration with Mississippi Department of Education. (year three of five-year grant)

### Emma Bowen Foundation

Scholarship (\$4,000)  
Corporation for Public Broadcasting Work Study Studentship Program in Education. (year four of five-year grant)

## {Technical Services Grants}

Corporation for Public Broadcasting (\$977,407 project total, 33% match)  
Digital Radio Conversion Fund  
Replace 25-year old FM antennas and transmission lines with new digital FM/HD antennas and transmission lines at WMAH-FM (Biloxi), WMAE-FM (Booneville), WMAU-FM (Bude), WMAO-FM (Greenwood), WMPN-FM (Jackson), WMAV-FM (Meridian), WMAB-FM (Mississippi State), and WMAV-FM (Oxford) (year two of two-year grant)

Corporation for Public Broadcasting (\$1,396,062 project total, 40% match)  
Digital Distribution Fund  
Maximize digital television transmitters

at WMAE (Booneville), WMAV (Meridian), and WMAV (Oxford). (year two of two-year grant)

U.S. Department of Agriculture (\$1,862,101 project total, no match)  
Rural Public Television Digital Transition Grant Program  
Maximize digital television transmitters at WMAU (Bude) and WMAO (Greenwood). (year two of three-year grant)

Corporation for Public Broadcasting (\$80,000 project total, 25% match)  
Digital Distribution Fund  
Modify the digital television antenna at WMAE (Booneville) to provide an omni-directional signal. (year one of one-year grant)

U.S. Department of Commerce (\$520,640 project total, 50% match)  
Public Telecomm. Facilities Program  
Replace the damaged digital television antenna at WMAH (Biloxi). (year one of two-year grant)

U.S. Department of Commerce (\$505,116 project total, 50% match)  
Public Telecomm. Facilities Program  
Construct a new microwave tower between McAdams and Ackerman to prevent signal dropouts. (year one of two-year grant)

# { Awards }

## {MPB News & Public Affairs Awards}

### National Edward R. Murrow Award

Hard News Category

*Emmet Till Apology*

by Sandra Knispel

### National Edward R. Murrow Award

Feature Category

*Kids Write the Blues* by Ron Brown

### Public Radio News

#### Directors Association Award

*B.B. King* by Ron Brown

### Regional Edward R. Murrow Awards

Continuing Coverage Category

*Hurricane Gustav Coverage*

Mississippi Public Broadcasting

Feature Reporting Category

*Angel Boxes* by Lawayne Childrey

Feature Category: Hard News

*Autism in Mississippi*

by Sandra Knispel

News Series Category

*Mississippi Soldiers Suffer From PTSD*

by Sandra Knispel

Use of Sound Category - Radio only

*B.B. King* by Ron Brown

### Mississippi Associated Press Broadcasters Association Awards

Best Feature Story

*Angel Boxes* by Lawayne Childrey

Best Documentary

*PTSD (Post Traumatic Stress Disorder)*

by Sandra Knispel

Best Radio Sound

*Memorial Day* by Ron Brown

Best Public Affairs Program

*Mississippi Edition*

*September 22, 2008*

Host Karen Brown

Producer Lisa Michie

Special Achievement

Reflects the best of what a station

does on a daily basis

*Hurricane Gustav Coverage*

by Mississippi Public Broadcasting

## {Content Division, Television Production}

### Parents' Choice Gold Award

*Between the Lions*

Produced by MPB, WGBH Boston

and Sirius Thinking, Ltd.

## {Education Division, Educational Outreach}

### My Source Community

Impact Award for Education,

Corporation for Public Broadcasting

Between the Lions Preschool Literacy

Initiative



**"Receiving the National Edward R. Murrow Award for best feature story in the network category has been the greatest honor of my professional career. Working for Mississippi Public Broadcasting has been the most rewarding."**

**Ron Brown, National Edward R. Murrow Award winner**

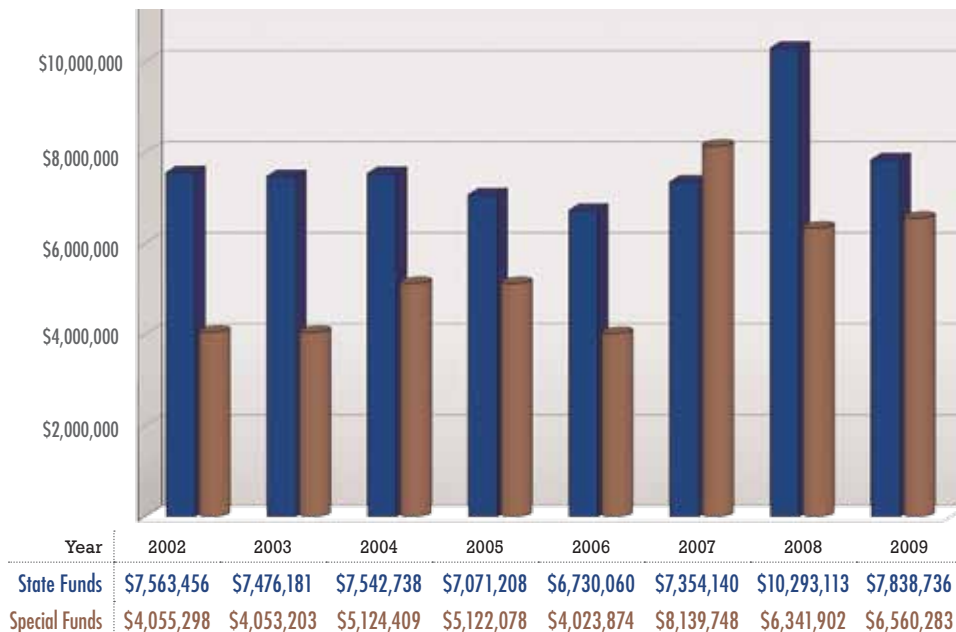


# { Appendices }

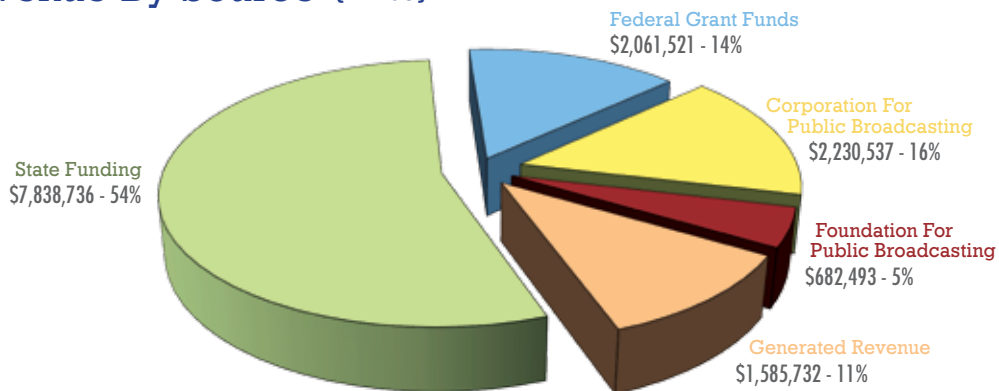
- Revenue History
- Revenue Sources
- Expenditures by Program
- Operating Expenses



## Revenue History {FY 09}



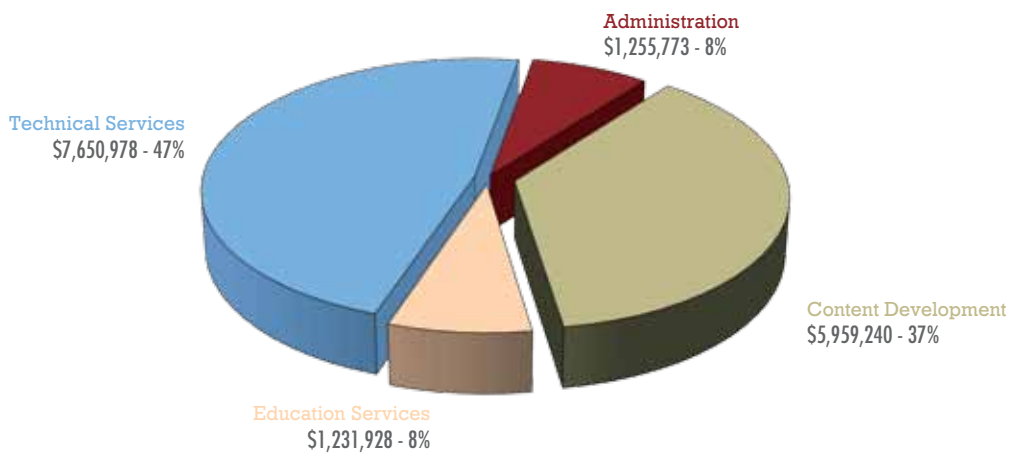
## Revenue By Source {FY 09}



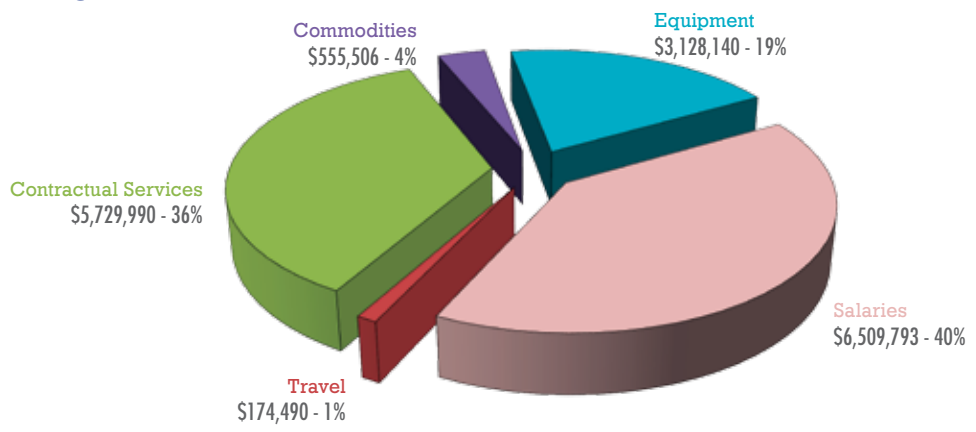
# { Financial Charts }



## Expenditures By Program {FY 09}



## Operating Expenses {FY 09}





## Radio Reading Service of Mississippi

Since 1986, Mississippi Public Broadcasting has provided an important service for our state's blind and printimpaired citizens. The Radio Reading Service of Mississippi (RRSM) provides current information via radio for nearly 7,000 Mississippians who are unable to read the printed word due to visual or other physical impairments.

The Radio Reading Service broadcasts 24 hours a day and produces an average of 40 hours of local content. The service features on-the-air readings of newspapers, books and magazines. Each day volunteers read a variety of newspapers, including *The Clarion-Ledger*, *The Sun Herald*, the *Northeast Mississippi Daily Journal*, *USA Today*, *The New York Times*, plus a variety of regional and national magazines and books.

The RRSM signal is carried on a "sub-channel" of MPB Radio, available 24 hours a day. It costs nothing to listen to Radio Reading Service. Application forms for the free special

receiver required to hear RRSM broadcasts are available from the RRSM office. Over 4,000 of these special receivers are in use throughout Mississippi.

RRSM is operated entirely by a director, one assistant, and approximately 125 enthusiastic volunteers. Mike Duke, left, who has been blind since birth, leads this team as Director of RRSM. Duke has proven to be a leader in radio broadcasting as well as an advocate for the visually impaired. He has served as Vice President and currently as a Board Member of the International Association of Audio Information Services, and as President of the Jackson Amateur Radio Club and of the Mississippi Council of the Blind.



**As I read the stories,  
I think of the people  
that are listening...  
I hope the stories  
I'm reading are the  
ones they would  
have picked as the  
most interesting."**

**Doris McCullen,  
RRSM Volunteer**



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